

SBC Alumnae Alliance Council (SBC AA Council)

Meeting Minutes

December 8, 2015

Present: Amy Leigh Campbell '97, Sarah Clement '75, Debra Elkins '93, Lisa Longino '78, Beth Ann Newton '86, Katie Schellhammer '95, Sarah vonRosenberg '72, Kathryn Yunk '91

Absent: Michelle Badger '06, Margaretta Colangelo '87, Deirdre "DeDe" Conley '72, Meg Guegan '92, Phyllis Jordan '80, Julia Schmitz '03, Cady Thomas '98

Meeting Purpose: Regular teleconf of the SBC AA Council to coordinate efforts

New Business and AA Council Ongoing Operations

- **Council** will go to a **bi-weekly meeting basis**, as Working Groups continue to evolve. Upcoming Tuesday teleconfs from 12 – 1 pm ET (12/22/2015; 1/5/2016; 1/19/2016; 2/2/2016)
- **Council Operations:** As appropriate, identify one high priority action item per Council meeting, and send that note to Board of Directors (BOD) liaisons / Alumnae Relations (AR) key point of contact to ask for their help. **Status:** The AA Council is working a number of items, but does not need assistance from the BoD liaisons or AR staff.
- **Pace WG efforts and prioritize:** (1A) student recruiting and college marketing, and (1B) fundraising and (1C) supporting Alumnae Relations and Development requests.
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
- Continuing "soft launch" of <http://www.shopsweetbriar.com/> -- an integrated online marketplace for the **BookShop, Shop Sweet and Alumnae Marketplace**.
- Continuing **SLACK** <https://sbcaa.slack.com> pilot to support the AA Council. License upgrade moving along, so we can scale the virtual collaboration portal to support Working Groups too.
- **Continue publishing meeting minutes.** Once the minutes are drafted, and reviewed by Council members, the minutes get shared to Board of Directors Alumnae Alliance liaisons, then subsequently posted on the web by Alumnae Relations staff, and a reminder / update is posted to the AA Facebook official page that the minutes are now on sbc.edu website. See <http://sbc.edu/alumdev/alumnae-alliance-council-minutes> and <https://www.facebook.com/sweetbriaralumnae/> respectively.

Working Group Updates and Key Issues Discussed

"Class Acts" / Reunions: Phyllis Jordan '80 and Amy Leigh Campbell '97

- Will hold a meeting this week with "sub-bubble leads" to a 4-week milestone check in. Expecting to hear progress for:
 - Alumnae support to the College for Reunion planning
 - Class officer elections and appointments
- Continuing to work with class officers in place, and in coordination with the Fundraising / Development WG to identify class fund agents to support the College's "Next is NOW" fund raising effort underway. Action: Amy Leigh and Phyllis to post current status of class officers, so Council can assist with quick "gaps closure" if possible.
- Will continue to develop a Sister Class program connecting classes from every 20 years. (i.e., '60, '80, '00 '20) These classes could hold event together at reunion and connect with current students, when appropriate. We are hoping to roll this out in the New Year and will beta test it at reunion this year.
- Amy Leigh and Beth Ann to confirm that both Amazon Smiles and iGive provide direct donations to the "Sweet Briar Institute" (e.g., the College).

Media, Marketing and Communications: Meg Guegan '92 and Margaretta Colangelo '87

- **College MMC and Admissions Offices partnering with Edelman.** Will use social media to target prospective students, generate positive awareness and assist with enrollment goals.
- **Alumnae Demographics Survey** <https://sweetbriarcollege.wufoo.com/forms/mlkwqxh203ftnzj/> - AA Council can help push via our social media communications channels.
- Margaretta to continue helping alumnae join and use **LinkedIn** and **Alumnifire**

Ann Kays Tsuji, Ph.D., Molecular Diagnostics Lead, Denton Freeman, Ph.D., Pharmacology & Toxicology Lead, Amy Tabb, Ph.D., Computer Science Lead, Emmy Leung, Biology Lead, Rachel Bratlie, Medicine Lead, Cristina Paolicchi, Oil & Energy Lead.

- The “**Sweet Briar Women in Career X**” Series of e-Books. These 10 e-books are profiles of alumnae who have excelled in various professions including STEM, business, law and government, non-profit organizations, education, media and marketing, art and design, alumnae book authors, and equestrians. To see these e-books, check out <https://www.linkedin.com/today/author/8446198>

“The Network”: Katie Schellhammer '95 and Sarah Clement '75

- Network Subgroups are in very good shape, and beginning to coordinate with SBC administrative staff. Key focus areas: (1) Careers; (2) Volunteerism; (3) Student Support; and (4) Life Long Learning.
- **Jill Triana - Serve as Student Life Support and Liaison to Kelly Kraft Myer.**
 - a. Project #1: Assist the Junior Class with Junior Banquet planning.
 - b. Project #2: Anything Kelly Kraft Myer needs.
- **Katie Clarkson Robertson - Serve as Career Mentoring lead working with Barb Watt**
 - a. Project: A career workshop where alumnae provide training with mock interviews, Alumnifire and LinkedIn training, social media skills, business dinner skills, etc. (Rachel Baltus Price does this as a career too, and she would like to help.) Status: Barb Watt would like to do a conference with Katie, DJ and I once the students have left campus, but before Christmas. She wants to do something this winter/spring.
- **Caitlin Daniel '15 - Serve as Sr. Class Campaign leader and liaison with the Sr. Class President**
 - a. Project: She is working on a campaign to send the current students thank you notes for having faith and returning to SBC. Status: Caitlin has already been communicating with the senior class president, and Caitlin suggested career training as well.
 - b. Future project: I would like to get them all trained as AARs before they graduate and get them connected with Development.
- **Eleanor O'Connor - Living Room Learning.** Currently with the DC, NOVA and Hunt groups - and the Atlanta Club
 - a. Project: Launch the program in DC area – using Hunt Country Living Room Learning guest lecture by Paul Cronin. Status: We were on hold until the Roadshow was complete.
- **Alumnae Stories / History** – potential to engage Ellen Brown to write alumna history stories to publish in the Alumnae Alliance newsletter and the SBC website. Ellen has a passion for this.
- **STEM** – cross-coordinating with Media, Marketing and Communications Working Group
- **Summer Camp at SBC** - Would you like us to start this for 2016? Or in alignment with Reunion?
- **Speakers Bureau** - I have a lead. Need to align with College needs
- **International Relations** - Catherine O'Brien West handling and coordinating with Clubs / Regions

Clubs / Geographic Structure: Cady Thomas '98 and Kathryn Yunk '91

- Have now met with the regional leaders to talk about the first order of business which includes understanding current Club leadership in their respective regions along with inquiring about **Sweet Briar Days**. An update is due Monday, Dec 14 at our next meeting.
 - Beginning to work with Clubs to hold **Sweet Briar Day**. Sweet Briar Day is tradition of joining together, geographically generations, and we encourage each chapter to consider practicing the tradition this coming January.
 - Amy Leigh to provide an invites template similar to SBC Back to School events.
- On Dec 6, we met with the Regional Working Group to update them on the new structure. They'll be reaching out to the regional leaders to offer their support this week. Priority focus is to establish and activate new clubs in identified areas of alumnae, where there is not currently a club.
- The updated Sweet Briar Regional Handbook is at graphic designer being polished.
- We are tying off with other volunteer graphic designers to put together a consistent invite similar to the Back to School events for the upcoming **Sweet Briar Days**.
- Amy Leigh and Kathryn to draft some language for potential inclusion in the Clubs Handbook related to local clubs fundraising, how to use **EventBrite** and directly send funds to the College from Club events.

Will coordinate language with Katie S. and Lisa / Beth Ann to make sure the general info fits needs of “The Network” and is a common policy for Clubs Fundraising / Development, which is also aligned to College policies and plans.

Development Working Group: Lisa Longino '78 and Beth Ann Newton '86

- **Mary Pope Hutson '83 VP for Alumnae Relations and Development (AR&D), effective January 1, 2016.** Mary Pope joined part of the AA Council teleconf, and discussed the comprehensive fundraising and development approach to be executed over the next few years. Areas of focus will include **major donors solicitations, Sweet Briar Fund (annual giving), fundraising for targeted needs, and “Next is NOW”** effort kicking off.
- Mary Pope also noted that the AR&D Office **focus will continue to be on (1) recruiting and retaining students; and (2) fund raising.**
- Working closely with AR&D Office to refine and finalize roles and responsibilities for key volunteers in many of the fundraising and development areas of need, including class fund agents. **If anyone is interested in being a class fund agent,** definitely let Lisa and Beth Ann or Class Acts WG co-chairs Phyllis Jordan and Amy Leigh Campbell know!
- **Latest issue of the BriarWire** (Volume 1, Issue 5) includes a lot of info on ways alumnae can give back to the college financially (real estate, business interests, appreciated securities, IRA rollover gifts, etc.) See <http://sbc.edu/sites/default/files/Alumnae/SBC%20AA%20Newsletter%20December%202015.pdf>

Recruiting and Retention: Julia Schmitz '03 and Michelle Badger '06

- **Alumnae Admissions Representatives (AARs) – Training on the new software “Admissions Advocate”** which matches the zip codes and other profiling criteria of prospective students with AARs.
 - Julia and Michelle to take AAR training on “Admissions Advocate” on Dec 18th.
 - Recommended we put AAR software training on the agenda for the Feb 5-6, 2016 on campus meetings of the AA Council.
- **Online AAR videos and AAR manual** <http://makinghistory.sbc.edu/aar-training-video-and-manual.php>
- **R&R requesting Council input** for the following areas for AARs regional chairs. We currently do not have anyone for regional chairs: 1) MA, RI, CT, VT, ME, NH; 2) DC; 3) OK, KS, MO, AR, LA; 4) HI, CA; 5) AZ, CO, NV, ID, MT, WY
- Opportunity for alumnae to support development of a Schools and Guidance Counselors database and plan the calendar for upcoming College Fairs for next season. College IT is investigating the costs of the Cloud-based ACT (simple Customer Relationship Management (CRM) system) with about 12 licenses. R&R are invited to provide any input on ACT.
- The College’s vision and goal for next year is to have the AA Council WG and the AAR Regionals be responsible for scheduling the career fairs.

Strategic Initiatives Team: Debra Elkins '93, Sarah VonRosenberg '72 and DeDe Conley '72

- **1st draft agenda for on-campus meeting** in parallel with the BoD meeting on **Feb 5-6, 2016.** Topics recommended for additional inclusion: College MMC and Edelman update; Reunion plans and Sweet Work Week, and how the AA can help; meet with students especially the senior class to welcome them to the AA; update on the “Next is NOW” effort.
- **Proposal for Distinguished Alumna Award** “to honor alumnae (preferably graduates) who have brought distinction to themselves and to Sweet Briar College through outstanding accomplishment in a volunteer or professional capacity.” – to be awarded by the AA Council at Reunion 2016. Also considering an early announcement in January / February time frame.
- **Special request from BoD Alumnae Liaisons – re. Equestrian proposal and STEM data;** working with College AR&D and College Institutional Research to find appropriate data
- **AA Council Governance Clarification:** DeDe, Debra, Sarah C have reviewed. Updated draft of Frequently Asked Questions (FAQs) posted to SLACK for full Council consideration.
- **For action: follow-up letters to thank other Alumni Councils** who reached out in support (e.g., Hamilton College, Hampden-Sydney)

- KP and DJ will need the following to set up **Volunteer Software: description of each working group / focus area, and job descriptions**. Their goal is to be ready for software rollout in January 2016
- Supporting council regular operations, and responding to other college info requests.
- **Council Meeting Minutes** –online <http://sbc.edu/alumdev/alumnae-alliance-council-minutes>
- **Successful - Thanksgiving note to all Alumnae** – thank you all for participating and sharing.
- Continuing to engage targeted members for an **ad hoc Stateswomen Advisory Group (SWAG)** to permit input and reach back to prior Board of Directors and officers of the old Alumnae Association
 - Asked for input what SWAG believes might be "best-in-breed" for both 1) highly-successful college internship programs; and 2) graduate-to-placement ratings?
 - Asked for input from SWAG regarding potential candidates to assist Clubs with KY and OH club organization efforts.
 - **SWAG also advised that the Alumnae Alliance could help organize and teach “soft skills” to prepare students for transition to the workplace.** For example, a “Sweet Skills” workshop focused on students networking with alumnae could enhance social skills and manners for first impressions, and career advancement in the business and professional worlds. SWAG notes that SBC does a wonderful job of teaching and practicing writing and speaking skills across disciplines, but could also focus on resume writing. Soft skills could include how to conduct oneself at an interview or at the dinner table or a social event. This could be a “fun give-back” as part of professional networking.
- Continuing to **field, collect and direct proposals and ideas from alumnae for AA Council and Working Groups consideration**. We do have a spot on the AA page to submit ideas and these are being received and sent out to those concerned by the topic submitted. <http://sbc.edu/alumdev/alumnae-alliance>. DeDe Conley '72 serving as the inventory organizer of ideas for now.

Other Articles to Pass Along

- **Sweet Briar’s new Director of Human Resources** Nicole Whitehead has been named Sweet Briar College’s director of human resources and community engagement effective Jan. 1. Whitehead is currently a human resources training and organizational development officer, as well as corporate education consultant and trainer at Catawba Valley Community College in Hickory, N.C. She also teaches courses in business and human resources at Catawba, and online human resources certification courses for Northwest Nazarene University in Nampa, Idaho. <http://sbc.edu/news/human-resources/sweet-briar-names-human-resources-director/>
- **Sweet Briar College sophomore Makayla Benjamin will get a chance to represent Sweet Briar and Team USA at the AIEC-SRNC World Finals.** Benjamin, an engineering major and business minor, will be one of three riders representing Team USA in Germany from Dec. 29, 2015, to Jan. 1, 2016. In total, 15 countries will compete during the three-day competition. <http://sbc.edu/news/uncategorized/benjamin-rides-team-usa-world-finals-competition/>

Other General Action Items

1. Working Group Co-Chairs – continue to coordinate with Alum Relations staff; continue to focus on operationalizing WGs and subgroups. Coordinate and share info across WGs as appropriate.
2. WG Co-Chairs are asked to submit 3-5 summary bullet points on WG progress, and any key issues for Council discussion and coordination each Sunday, by 8 pm ET. Debra Elkins to send out reminder / request for bullet points to WG co-chairs on Fridays. Bullet points WG status reports will be consolidated and shared with the Agenda before each Council Tuesday teleconf.
3. WG operational leads supporting Co-Chairs are also asked to provide 3-5 bullet points weekly as part of the reporting and coordination cadence.

The meeting was adjourned promptly at 1 pm ET.